



Buy Detail Report

Revision #: Date: 10/10/2012

Client: Ben McAdams for Salt Lake County Mayor	Estimate: 318	Vendor: KSL-TV	Send Billing To: Love Communications
Media: TV	Description: Ben McAdams TV	55 North 3rd West	546 S. 200 W
Product: Mayor	Flight Start Date: 9/17/2012 05:00 AM		
Market: Salt Lake City-Ogden	Flight End Date: 11/5/2012 04:59 AM	Salt Lake City, UT 84010-1160	Salt Lake City, UT 84101
Primary Demo: Adults 25-64	Survey: Nov11 DMA Nielsen Live+7	Contact: Shannon Roberts	Phone: 801-519-8880
Separation between spots: 30	Buyer: Amanda Chew	E-Mail: shannon.roberts@ksl.com	Fax: 801-519-8884
		Phone: 801-575-5845	
		Fax: 801-575-5830	

Estimate Comments: This flight ends Monday 11/05. All spots must run by Monday LN.

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks							Total Spots	Adults 25-64 Rtg/CPP
						9/24	10/1	10/15	10/22	10/29	11/5			
KSL-TV														
14	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	EM	\$160.00	\$136.00	30	1	1	2	2	0	0	6	2.0 \$80.00 \$68.00 2.0	
15	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	EM: 15	\$80.00	\$68.00	15	1	1	1	1	0	0	4	\$40.00 \$34.00 2.5 \$132.00 \$112.20 1.5 \$153.33 \$130.33 1.5	
16	MTuWThF 7:00a- 8:00a TODAY SHW	EM	\$330.00	\$280.50	30	2	2	2	2	0	0	8	\$76.67 \$65.17 1.0	
17	MTuWThF 8:00a- 9:00a TODAY SHW	EM	\$230.00	\$195.50	30	1	1	0	0	0	0	2	\$70.00 \$59.50 1.0 \$125.00 \$106.25 1.0	
18	MTuWThF 8:00a- 9:00a TODAY SHW	EM: 15	\$115.00	\$97.75	15	1	1	0	0	0	0	2	\$106.25 1.0 \$63.00	
19	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	DT:1 5	\$70.00	\$59.50	15	2	2	0	0	0	0	4	\$70.00 \$59.50 1.0 \$125.00 \$106.25 1.0	
22	MTuWThF 12:00p- 1:00p KSL 5 NWS-NOON<	DT	\$125.00	\$106.25	30	1	1	0	0	0	0	2	\$106.25 1.0 \$63.00	
23	MTuWThF 12:00p- 1:00p KSL 5 NWS-NOON<	DT:1 5	\$63.00	\$53.55	15	1	1	0	0	0	0	2	\$106.25 1.0 \$63.00	



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55 North 3rd West
Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884

Estimate: 318

Client: Ben McAdams for Salt Lake County Mayor

Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/5/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

Estimate Comments: This flight ends Monday 11/05. All spots must run by Monday LN.

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks	10/1	10/15	10/22	10/29	11/5	Total Spots	Adults 25-64 Rtg/CPP
KSL-TV													
24	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN	\$300.00	\$255.00	30	1	1	2	2	0	0	6	\$53.55 2.0 \$150.00 \$127.50 2.0
25	MTuWThF 5:00p-5:30p KSL 5 NWS AT 5<	EN:1 5	\$150.00	\$127.50	15	1	1	1	1	0	0	4	\$75.00 \$63.75 2.0 \$162.50 \$138.13 2.0
26	MTuWThF 6:00p-6:30p KSL 5 NWS AT 6<	EN	\$325.00	\$276.25	30	2	2	2	2	0	0	8	\$150.00 \$127.50 2.0
27	MTuWThF 6:30p-7:00p KSL 5 NWS-6:30<	EN	\$300.00	\$255.00	30	1	1	1	1	0	0	4	\$75.00 \$63.75 2.0
28	MTuWThF 6:30p-7:00p KSL 5 NWS-6:30<	EN:1 5	\$150.00	\$127.50	15	1	1	0	0	0	0	2	\$150.00 \$127.50 2.0
29	M 7:00p-9:00p THE VOICE	PT	\$1,900.00	\$1,615.00	30	0	1	0	0	0	0	1	\$75.00 \$63.75 6.0 \$316.67 \$269.17 5.0
30	MTuWThF 10:00p-10:35p KSL 5 NWS-10<	LN	\$1,250.00	\$1,062.50	30	2	2	2	2	0	0	8	\$250.00 \$212.50 6.0 \$316.67
31	Tu 9:00p-10:00p PARENTHOOD-NBC	PT	\$1,900.00	\$1,615.00	30	0	1	0	0	0	0	1	\$250.00 \$212.50 6.0 \$316.67



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55 North 3rd West
Salt Lake City, UT 84010-1160
Contact: Shannon Roberts
E-Mail: shannon.roberts@ksl.com
Phone: 801-575-5845
Fax: 801-575-5830

Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/5/2012 04:59 AM
Survey: Nov11 DMA Nielsen Live+7
Buyer: Amanda Chew

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

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						9/24	10/1	10/15	10/22	10/29	11/5		
KSL-TV													
32	Sa 6:00p- 6:30p AVG. ALL WKS	EN	\$100.00	\$85.00	30	0	0	0	0	1	0	1	\$269.17 1.0 \$100.00 \$85.00 5.0
33	Su 10:00p-10:35p KSL 5 NWS 10P SUN	LN:1 5	\$625.00	\$531.25	15	1	1	1	1	0	0	4	\$125.00 \$106.25 3.0 \$116.67 \$99.17 5.0
34	Su 10:35p-11:05p SPORTSBEAT SUN	LF	\$350.00	\$297.50	30	1	1	1	1	0	0	4	\$125.00 \$106.25 2.0
67	MTuWThF 10:00p-10:35p KSL 5 NWS-10<	LN:1 5	\$625.00	\$531.25	15	2	2	1	1	0	0	6	\$125.00 \$106.25 2.0
87	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	EM: 15	\$138.00	\$117.30	15	0	0	0	0	1	0	1	\$69.00 \$58.65 2.0 \$137.50 \$116.88 2.5 \$260.00 \$221.00 1.5
88	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	EM	\$275.00	\$233.75	30	0	0	0	0	1	0	1	
90	MTuWThF 7:00a- 8:00a TODAY SHW	EM	\$650.00	\$552.50	15	0	0	0	0	1	0	1	
91	MTuWThF 8:00a- 9:00a	EM: 15	\$350.00	\$297.50	15	0	0	0	0	1	0	1	



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KSL-TV													
TODAY SHW													
92	MTuWThF 8:00a-9:00a	EM	\$700.00	\$595.00	30	0	0	0	0	1	0	1	\$233.33 \$198.33 1.5 \$466.67 \$396.67 2.0
TODAY SHW													
93	MTuWThF 5:00p-5:30p	EN:1 5	\$288.00	\$244.80	15	0	0	0	0	1	0	1	\$144.00 \$122.40 2.0 \$287.50 \$244.38 2.0
KSL 5 NWS AT 5<													
94	MTuWThF 5:00p-5:30p	EN	\$575.00	\$488.75	30	0	0	0	0	1	0	1	\$325.00 \$276.25 2.0
KSL 5 NWS AT 5<													
95	MTuWThF 6:00p-6:30p	EN	\$650.00	\$552.50	15	0	0	0	0	0	1	1	\$144.00 \$122.40 2.0 \$237.50 \$201.88 1.0
KSL 5 NWS AT 6<													
96	MTuWThF 6:30p-7:00p	EN:1 5	\$288.00	\$244.80	15	0	0	0	0	1	0	1	\$100.00 \$85.00 1.0
KSL 5 NWS-6:30<													
97	MTuWThF 6:30p-7:00p	EN	\$475.00	\$403.75	30	0	0	0	0	1	1	2	\$144.00 \$122.40 2.0 \$237.50 \$201.88 1.0
KSL 5 NWS-6:30<													
98	MTuWThF 12:00p-1:00p	DT:1 5	\$100.00	\$85.00	15	0	0	0	0	1	0	1	\$100.00 \$85.00 1.0
KSL 5 NWS-NOON<													
99	MTuWThF 12:00p-1:00p	DT	\$200.00	\$170.00	30	0	0	0	0	1	0	1	\$100.00 \$85.00 1.0



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						9/24	10/1	10/15	10/22	10/29	11/5			
KSL-TV														
KSL 5 NWS-NOON<														
100	Su 7:00a- 8:00a SUN TODAY-NBC	EM	\$20.00	\$17.00	30	0	0	0	0	1	0	1	\$200.00 \$170.00 0.5 \$40.00 \$34.00 7.0 \$278.57 \$236.79	
102	Su 7:00p- 9:30p sun night football	PT	\$1,950.00	\$1,657.50	30	0	1	0	0	0	0	1	248.0 \$163.10 \$138.64	
Total Spots:						22	25	16	16	13	2	94		
Total GRP/GIMP(Mil):						56.0	75.0	46.0	46.0	21.0	4.0			
Total CPP/CPM:														
Total Cost:			\$40,450.00	\$34,382.50										94

Signature:  10/11/12

Disclaimer: